



With Sally Quinn in TV land, or how a star wasn't born

"I failed. I blew it. I bombed." With these words Sally Quinn summed up her new book, "Let Me Make You a Star," (Simon & Schuster) about her shortlived career as CBS anchorwoman, the superstar of the morning news.

The goal of the show, Ms. Quinn told a well attended session of Larry Stessin's "Talking Shop With," was to "knock Barbara Walters off the air."

After failing to do it, this Smith graduate who first made headlines as general assignment reporter for the Washington Post which she joined in 1969, decided to write the book, "not out of any feeling of revenge," but at the suggestion of a friend at the Atlantic Monthly who had heard some of the anecdotes about the CBS fiasco.

"I wrote the book very quickly. It kind of poured out," Ms. Quinn said. "I would type and cry and type and laugh. What happened to me was so bad it transcended tragedy." She went on to cite some of her mistakes.

She decided to take the job in the first place partly out of the fantasy of becoming a star. "It's a very provocative offer — a chance most people would want." She added it was also "my reporter's curiosity, and sense of adventure." She compared the experience, however, with being asked to cover the first woman astronaut and then "finding out I would have to go up first before I could cover the assignment."

Despite the terrible working hours, her disastrous attempts at ad libs and the lack of planning and on-the-job training at CBS for the series, Ms. Quinn said that she was not sorry about the experience. "It taught me a lot about other people and about myself." She said she had learned "never to do anything unless I am totally confident that I have enough experience to handle it."

The important point of her book, she emphasized, was "about survival — that I was able to recover from the depression and get back on my feet."

The "neatest" thing about her

book in Ms. Quinn's view, is the letters she has received from people describing their failures, letters from salesgirls and pipefitters to lawyers and doctors. She was also surprised to find a letter from Merv Griffin who confided his failure "to knock Johnny Carson off the air."

Ms. Quinn's meteoric rise and fall as a CBS star has also left a mark on her effectiveness as a news reporter for the *Washington Post*, since it has eroded her reporter's anonymity. Ms. Quinn said that as an interviewer, "I like to create the atmosphere like that of a psychiatrist, so the person I'm interviewing doesn't even know I'm there." But recently when she did a story on a circus, Ms. Quinn found the midget clown asked for her autograph.

On the other hand, Ms. Quinn noted, one advantage of the star image is that some people will let me interview them, "who won't see just any lowly reporter."

— Rebecca Riger

And they did it to Harry Arouh, too

"Hear no evil, see no evil and speak no evil — and you'll never be anchorman on the Six O'Clock News."

True or false?

Participants in the October 22 "Talking Shop With..." session at the Overseas Press Club will have a chance to judge the veracity of this waggish observation. Featured will be ex-CBS newsman Harry Arouh. His subject will be "Confessions of an ex-TV Newsman", which also happens to be the title of his new book.

Employed by CBS, Inc. from 1960 to 1970, Arouh was discovered covering what he calls "the Little Rock High School flap." At the time, he was news director of CBS' Little Rock affiliates KTHS and KTHV. At CBS, Arouh spent six years with the network news department and four with WCBS-TV.

Arouh is a graduate of Ohio State with a degree in Radio-Journalism. He is presently an assistant professor in the Fordham Communications Department and teaches basic print reporting and an advanced course in TV news.

Cocktails and conversation begin at 5:30.

Pat Carbine hits target with MS 1st try

The idea was sound and the timing was right, said Patricia T. Carbine, editor in chief and publisher of *Ms Magazine* as she talked about her magazine and the projects which it has inspired.

To one who listened to her "Shop-Talk," at the Overseas Press Club on Monday, September 22, it was apparent that she had helped achieve a number of goals for her magazine.

Those original aims established in 1972 when she participated in the launching of the first issue of *Ms* were:

- The publication should be controlled by its staff.
- Advertising should contain the full range of products and services that women wanted.
- The staff should operate in a non-hierarchical way.
- *Ms Magazine* should be run as a profit.

What has happened three years later?

Circulation has gone from 250,000 to 400,000, she said. Ads, including some corporate "biggies" run the gamut from tires to whiskey to automobiles — not only household, fashion and food ads. And finally, the publication is making a profit.

Ms. Carbine, who has a distinguished career at *Look Magazine* as an executive editor, and at *McCalls* where she was an editor and later vice president, stressed that *Ms Magazine* wanted to cover a great range of personal experience. Therefore, it has given an extraordinary number of writers their first by-line.

She seemed to feel that women's issues even today were still not taken seriously and that there are numerous occasions when coverage is certainly not the best. She cited the international women's conference in Mexico City.

An important aspect of *Ms* is its impact on other media, such as television and the record and publishing

Kosner, new Newsweek chief to address joint lunch Oct. 25

Edward Kosner, recently-appointed editor of Newsweek (Sept. 1), will discuss various aspects of the magazine before an Oct. 28 luncheon sponsored jointly by the Overseas Press Club and the Deadline Club.

The luncheon, begins at noon at the OPC headquarters in the Biltmore Hotel.

OPC dinner for mayors

The club will host a dinner sponsored by the New York City Department of Special Events.

The guests of honor will be mayors of cities around the world. Among them will be the mayors of: Paris, Copenhagen, Rio de Janeiro, and Tehran, (a complete list was not available at press time).

Dinner for a member and one (1) guest \$12.50 each, for additional guests and non-members, \$15.00 each.

Early reservations are recommended since space will be limited. Additional details next issue.

It will also feature the unveiling of a scroll containing the names of 50 distinguished journalists who were inducted into the Deadline Club's Hall of Fame at the club's 50th Anniversary dinner last May 20. The scroll will be displayed permanently at OPC headquarters. The Deadline Club is the New York Chapter of the Society of Professional Journalists, Sigma Delta Chi.

Kosner has been with the magazine since 1963. In 1973 and 1974, he had primary responsibility for directing Newsweek's award-winning coverage of the Watergate story, which accounted for 40 covers of the magazine.



EDWARD KOSNER

In recent years, he has directed a number of special reports for Newsweek, including "The Negro in America: What Must Be Done" (winner of the National Magazine Award); "The Troubled American: A Report on the White Majority," and "Justice on Trial" (winner of the Robert F. Kennedy Journalism Award and the American Bar Association's Silver Gavel Award).

Kosner joined the magazine as a writer in the National Affairs Section. In 1968, he was named a Senior Editor and headed the magazine's National Affairs section from 1969 until 1972, when he was named Assistant Managing Editor. Kosner became Managing Editor of Newsweek in 1973. Before joining the magazine, he was a writer and editor at the New York Post. He graduated from the City College of New York.

The unveiling of the Deadline Club scroll will take place at noon and a cash bar will be open at that time. The luncheon will begin at 12:30.

Ann Hunt to perform here prior to appearance at Carnegie Hall

Jack Frummer, chairman of the club's music committee, announces that Annette Hunt, soprano, prior to her appearance at Carnegie Hall, will perform Thursday, Oct. 30th at 8:00 p.m., with songs and arias by Verdi, Tchaikovsky, Debussy and Monotti.

Annette Hunt is also a distinguished actress who has played such roles as Annie Sullivan in *The "Miracle Worker,"* Martha in *"Who's Afraid of Virginia Woolf,"* the Good Woman in Brecht's *"Good Woman of Setzchuan,"* and the Dutchess in *"The Dutchess of Malfi."* She is also well known to American television viewers for her appearances in soap opera, on the widely-acclaimed *Sesame Street*, and in numerous commercials. Charles Richard will be at the piano.

This program will be reviewed by Herbert Kupferberg, a senior editor of *Parade*, music critic of the *National Observer* and opera critic of *Cue*.

Jack Frummer, Music Chairman, will preside.

CALENDAR

Tuesday, Oct. 21, 5:30-7:00 — Cocktails At Home with Hallie Burnett, author *Fiction Writer's Handbook*.

Wednesday, Oct. 22, 5:30-7 p.m. — Talking Shop With Harry Arouh, author of *Confessions of an ex-TV Reporter*.

Thursday, Oct. 23, 5:30-7:00 — Old Pro Night, with Lindsey Nelson, newsman and sportscaster.

Tuesday, Oct. 28, 12:00 cocktails; 12:30 luncheon. — Special luncheon co-sponsored by Deadline Club and OPC. Guest speaker: Edward Kosner, editor, Newsweek. \$7.00, including tax and gratuities.

Tuesday, Oct. 28, 8 p.m. — SEMI-ANNUAL MEETING, OPC.

Thursday, Oct. 30, 8 p.m. — Music Night. Annette Hunt, soprano.

Wednesday, Nov. 5, 5:30-7:00 — Foreign Press Night. Co-sponsored by Atlas World Press and OPC.

Thursday, Nov. 6, 5:30-7:00 — Talking Shop With Robert Metz, New York Times financial columnist.

Friday, Nov. 7, 5:30-7:00 — Twilight Jazz Concert. Guest star, Princess White.

Friday, November 7, 5:30 - 7:30 p.m. — Twilight jazz session, "Clyde Bernhard and His Harlem Blues and Jazz Band" featuring renowned veteran blues singers, 94-year-old Princess White and Miss Rhapsody, 72, in an album preview. Admission free. Seating first-come basis. Cash bar.

Quigg Writes '30' for Bob Considine the writer, not the man

Robert Bernard Considine, newspaperman, columnist, author of 25 books, raconteur, newscaster, after-dinner speaker, died Sept. 25 of a stroke. Earlier this year, the journalistic society Sigma Delta Chi in New York named him one of the 10 outstanding living journalists. He would have been 68 on Nov. 4. This is an appreciation from a fellow worker.

Bob Considine is dead. For many journalists of this century who knew him and his works, he was the head man. Certainly he covered more events of world import than any newspaperman of his time. Yet his work was secondary to the man himself.

He was a humanitarian and few knew it. His bearing and demeanor had the quality of majesty, but his spirit bubbled constantly with fun, with a gift for humor that crackled with originality. Stale jokes of the street were not for him; obscenity and profanity never crossed his mouth.

If his wife Millie projected writing a book about how it was to be married to a man who was forever chasing around the world and leaving his family to tend the house, he would gravely suggest to her the proper title: "Pop Goes! (the Weasel)."

If his friend Toots Shor, the redoubtable restaurateur, could not get him on the phone, Considine would recount that he reminded Shor that Shor had been told the number had been changed to Yukon 6-1100. And that Shor yelled: "That's the number I've been dialing, UK 6-1100!"

Considine's wordage output made him a storied figure of the printed page. He was the boy who would sit in the electric excitement of the press box in the great days of Kentucky Derby glory and be calmly batting out a story for Cosmopolitan magazine right up until the starting gates opened. Then he would know every horse precisely.

At a murder trial in 1950, I watched him about to leave the press room for dinner when his companion, John O'Hara, the author, said to wait a second while he went to the gentlemen's lounge. Considine, with his overcoat and hat on, sat down at a typewriter and by the time O'Hara returned Considine had a page and three-quarters finished.

On news stories around the country or the world, Considine was the man who helped out young reporters who were not as well grounded on stories as he. When he gave a party, he always invited the copyboys first.

Considine was one of the most eloquent — and funniest — absolutely extemporaneous speakers ever at a podium. But the other night he wrote something out and read it — the first time I had ever seen him resort to reading a speech.

We made him the guest of honor at an "Old Pro"

night at the Overseas Press Club, an outfit of which he twice had been president.

When it came his turn to speak, he recalled he had come to New York in 1937 and said:

"Today's reporter is better educated than when I came here. He is a product of a good school of journalism, by and large, asks more pertinent questions, drinks less, and goes home at night. He thinks Toots Shor is a topless madam."

He said there was a need for newspapers, "if only to find out each morning what the TV commentators were trying to say the evening before."

"I'll croak in the newspaper business, if my boss doesn't catch up with me first. Is there any better way to go? In what other trade can a man hope to build a bridge between himself and others every day of every week and every year? On what other field of endeavor is a competitor called upon to come up each day with words and thoughts he did not use the day before?"

"Every time a reporter picks up a phone to call in a story, swings aboard a plane on an assignment, or spins a fresh sheet of copy paper into his typewriter, he shoots his roll — like a craps player going for broke. "Call it vanity, call it arrogant presumption, call it what you wish, but I would grope for the nearest open grave if I had no newspaper or wire service to work for, no need to search for and sometimes find the winged word that just fits, no keen wonder over what each unfolding day may bring."

This was three nights before the stroke that felled him.

Considine was always a man of religion. Once he wrote "A Newspaperman's Prayer." Some parts of it go like this:

"Dear God, may I be fair. Circumstances and dumb luck have placed in my thumby paws a degree of authority which I may not fully comprehend. Let me not profane it . . .

"Never let me slip into writing DOWN, in fatuous fear that readers will not understand. Let me write from the shoulder, and always with the assumption that those who read know more than I . . .

"Let me use my legs and eyes, the better to track down and see the truth . . .

"When the customers write in to accuse me of being a bum, let me consider carefully the possibility or probability that I am . . . and try to do better. Let me work harder, try harder and recall with proper humility that history produced some notably abler reporters, including four journeymen named Matthew, Mark, Luke and John . . ."

— H. D. Quigg, Sr. Ed. UPI



Bob Considine and John Chancellor at Press Conference in King David Hotel, Jerusalem, in June, 1974, when Secretary of State Kissinger addressed the press during Pres. Nixon's Mid-East trip. — Photo by Ray Shaw

Who, what, where

By GRACE NAISMITH

NEW LOOK: Grace Shaw, senior editor of David McKay moves to Grosset & Dunlap, Inc. . . . Sidney Shore named to board of directors of the Minneapolis-based Vexilar, Inc., marketer of electronic equipment for marine and recreational boating industries. . . . Kenneth T. Downs announces that the offices of Downs and Roosevelt, Inc. have moved to 1211 Connecticut Avenue, N.W., Washington, D.C. 20036 . . . Jean Phillips, with Jacqueline Ceballos and Patricia Wagner, have formed the "first" feminist consumer-oriented communication service — Ceballos, Phillips & Wagner Communications, Inc. — at One Rockefeller Plaza. Top women executives "long associated with the feminist, new politics and consumer movements," they will offer public relations, advertising and marketing services.

MOVED: After 38 years at the Hotel Chelsea, Ben Lucien Burman and his artist wife, Alice Caddy, have moved to the Fifth Avenue Hotel. Alice, as big as a minute, was "smacked" in the face by some strange woman on 23rd Street, knocked to the sidewalk, even as Ben, big as two minutes, tried to defend her.

SPEAKER: Milt Caniff, cartoonist, will speak at the Desert Press Club, Nov. 21 in Palm Springs, Calif. OPC members out that way should drop in to this new press clubhouse which opened Oct. 17. Address: 425 N. Palm Canyon.

HONORS: Again for Dr. Edward L. Bernays — the Distinguished Service Award presented by the National Public Relations Council of Health and Welfare Services, Inc. The award was presented in New York at the Hotel Biltmore at a luncheon Oct. 14. Bernays, 84, spoke on "Engineering Public Support for Health and Social Welfare Organizations in a Time of Crisis."

TRAVELING: Charles Towill, OPC member for nearly 25 years and head of public relations for BP Alaska, in New York Oct. 10 en route for the West

Indies with his wife, Pamela, "to get some sun before Alaska freezes over for the winter." BP Alaska is developing half of the huge Prudhoe Bay oil field, he wrote, the largest in North America. . . . De Witt Davidson to Kenya on safari.

PUBLISHING: Gary MacEoin's "Chile: The Struggle for Dignity" published in updated version in London by Coventure. The Times (London) ran a feature by him in September . . . Dr. Henry A. Singer and his observations on the Greek Junta trial featured in the Athens News. He has a new course at the New School this fall; lectured in Iran and Greece during summer . . . Ralph Gardner's article, "Could Horatio Alger's Heroes Make it in Today's Business World," will be reissued for distribution at the annual Horatio Alger Awards ceremony this month, at which Gardner will be the featured speaker. The piece, originally appearing in TWA Ambassador magazine was also reprinted in the July issue of Leader's Magazine.

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REINSTATEMENT

Active Non-Resident

Sam Iker, Free Lance, Washington, D.C.

Associate Non-Resident

Mort Kaufman, Travel Agency Management Consultants, Easton, Pa.

Andrews reports on Grant bankruptcy

W.T. Grant Company's massive \$1 billion bankruptcy court proceedings will be covered in a special semi-monthly issue of the *Stockholders & Creditors News Service* published by Andrews Publications, Inc. The Philadelphia publisher, OPC member Leonard Andrews, who specializes in reporting major bankruptcy cases, made the announcement over the week end. Grant filed for court protection from its creditors under Chapter XI of the Bankruptcy Act Oct. 2.

All court proceedings, financial statements, court hearings, docket filings and important events relative to the bankruptcy will be published as a journal of record for subscribing attorneys, creditors and others interested in the case. The subscription price is \$600 for the first year.

The *S & C News Service* currently publishes similar bankruptcy reports on the complex reorganization cases of Penn Central Transportation Company and Equity Funding Corporation of America.

The Company also publishes reports on the bankruptcy proceedings of Interstate Department Stores, Daylin Corporation, Chicago, Rock Island & Pacific Railroad, Bowmar Instrument Corporation, The Commonwealth Corporation, Fidelity Mortgage Investors, REA Express, Inc. and the Boston & Maine Corporation.

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